Putting all together

1. **Pick a channel niche**

Do you have experience in a niche?

Yes, I am a chef in London

If Yes or No, what do you watch the most on YouTube (check your history) or TV (Netflix, HBO, Prime…etc)

Cooking shows, Chef’s Table, healthy lifestyle

Is there a pattern in these niches?

Food

Create your own idea based on your interests

Cooking healthy food, healthy food recipes

Narrow down your niche

Cooking vegan healthy dinners

Summarize the channel

Preparing cheap and easy vegan meals, top 5 vegan burgers, top 10 best breakfasts.

2. Channel Style

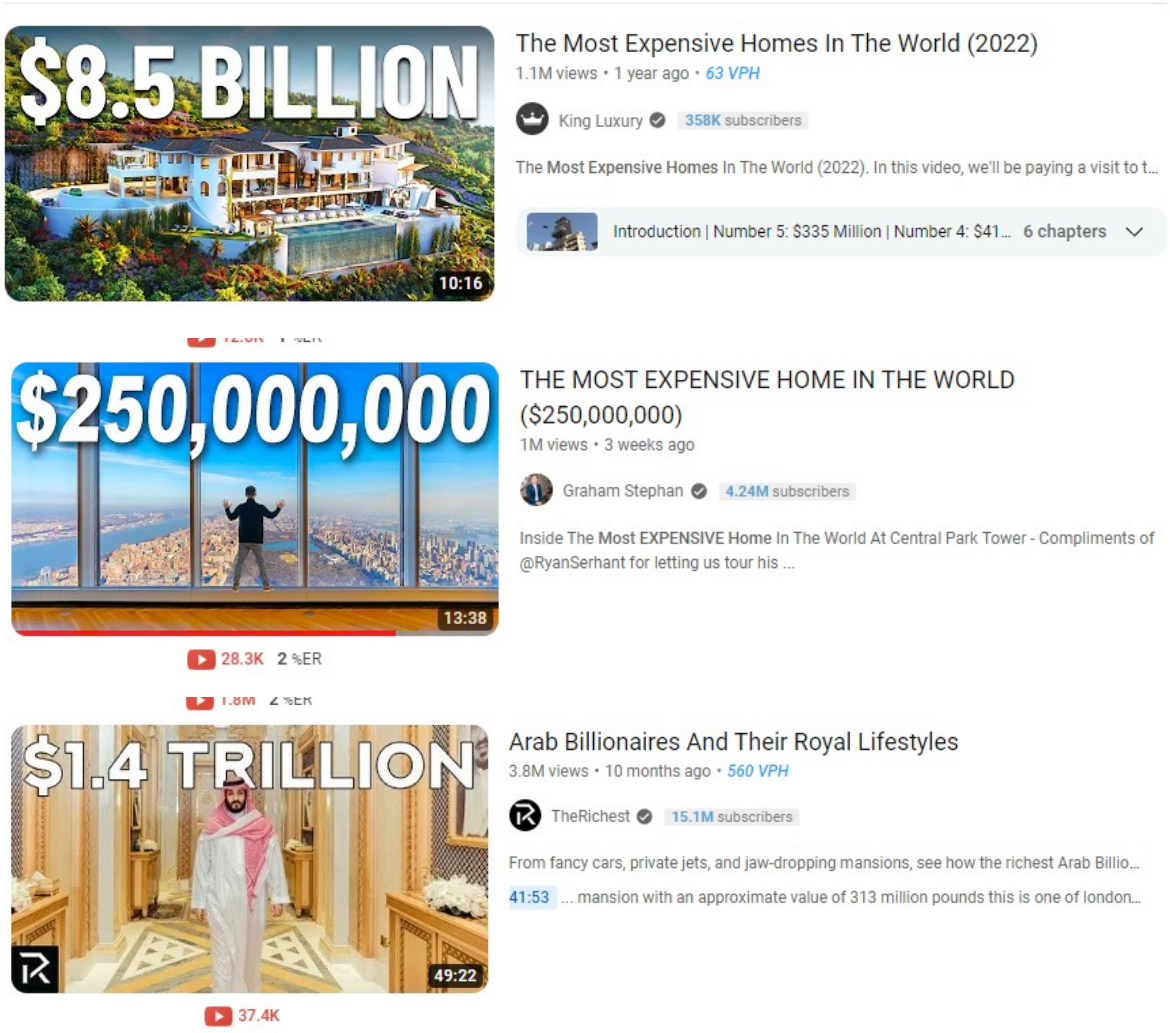
Top 5 / Top 10 - Top 5 Best Vegan Burgers in the World

Documentary / Info - 10 Things You didn’t know about iPhone 14 Camera

Tutorials / How to - How To Install Windows in 5 minutes

3. Thumbnails Structure

Place your thumbnails here.


$8.5 BILLION
10:16
The Most Expensive Homes In The World (2022)
1.1M views • 1 year ago • 63 VPH
King Luxury 358K subscribers
The Most Expensive Homes In The World (2022). In this video, we'll be paying a visit to t...
Introduction | Number 5: $335 Million | Number 4: $41... 6 chapters
$250,000,000
13:38
THE MOST EXPENSIVE HOME IN THE WORLD ($250,000,000)
1M views • 3 weeks ago
Graham Stephan 4.24M subscribers
Inside The Most EXPENSIVE Home In The World At Central Park Tower - Compliments of @RyanSerhant for letting us tour his ...
28.3K 2 %ER
$1.4 TRILLION
49:22
Arab Billionaires And Their Royal Lifestyles
3.8M views • 10 months ago • 560 VPH
TheRichest 15.1M subscribers
From fancy cars, private jets, and jaw-dropping mansions, see how the richest Arab Billio...
41:53 ... mansion with an approximate value of 313 million pounds this is one of london...
37.4K

$295,000,000
4K
AMERICA'S MOST EXPENSIVE HOME
37:41
Inside the Most Expensive Home in America:
$295,000,000 | Secret Lives of the Super Rich
4.1M views • 1 year ago • 110 VPH
CNBC Prime
534K subscribers
Tour the largest most expensive home in America. This 105000 square foot mega mansi...
21 BEDROOMS | 42 FULL BATHS | 10,000 SQ FT SKY... 9 moments
57.9K 1 %ER

Thumbnails Similarities

Money in white big text with shadow

Bright colors with rich contrast

House inside/outside view

Titles Similarities

Word home

Shocking words – the most expensive

Numbers or the amount

Rewrite titles on https://quillbot.com/ or https://chat.openai.com/chat with command “can you rewrite this title ……”.

4. Script Writing Checklist

Intro –

- 15 sec
- Hook the viewer
- Say what the video is about
- Tell them why they should stay till the end
- Ask them to subscribe and tell them why

Rising Action

- Talk about the subject

- Don’t reveal the best part here
- Encourage people to engage with the video in the comments section

Climax

- PROs and Cons (for tutorials/how to videos)
- Reveal the best part here
- NEVER SAY this is the end or that was all or anything like that to keep the viewer till the end of the video for Outro.

Falling Action / Outro

- 15-20 sec
- Tell them to watch your next video and why